



The High Cost of Free Parking

DONALD SHOUP

“The information needed to *understand* the problem depends upon one’s idea for *solving* it. . . . The problem can’t be defined until the solution has been found.”

Mel Webber

Redwood City parking ordinance

To accomplish the goal of managing the supply of parking and to make it reasonably available when and where needed, a target occupancy rate of eighty-five percent (85%) is hereby established.

The Parking Manager shall survey the average occupancy for each parking area in the Downtown Meter Zone that has parking meters. Based on the survey results, the Parking Manager shall adjust the rates up or down in twenty-five cent (\$0.25) intervals to seek to achieve the target occupancy rate.

Revenues generated from on-street and off-street parking within the Downtown Meter Zone boundaries shall be accounted for separately from other City funds and may be used only . . . within or for the benefit of the Downtown Core Meter Zone.

Sections 20.120 and 20.121 of the Redwood City Municipal Code

Performance-based prices

The goal is to keep about 85 percent of the parking spaces occupied all the time.

The City adjusts meter prices over time to maintain a few vacant spaces.

About one curb space is vacant on each side of each block so that everyone can see that convenient parking is available everywhere.

Parking is both well used and readily available.

Removing time limits on curb parking

In the past, Cheryl Angeles has had to jump up in the middle of a coloring treatment, foil in her hair and a black-plastic cape around her neck, to pop more quarters in the meter. Twice the self-storage company regional manager got \$25 parking tickets when she didn't make it in time. Now that the time limits have been removed, she can pay once and return when the appointment is over.

Wall Street Journal, The Parking Fix

Cruising for Parking

TWENTIETH CENTURY CRUISING

<u>Year</u>	<u>City</u>	<u>Share of traffic cruising</u> (percent)	<u>Average search time</u> (minutes)
1927	Detroit (1)	19%	
1927	Detroit (2)	34%	
1933	Washington		8.0
1960	New Haven	17%	
1965	London (1)		6.1
1965	London (2)		3.5
1965	London (3)		3.6
1977	Freiburg	74%	6.0
1984	Jerusalem		9.0
1985	Cambridge	30%	11.5
1993	Cape Town		12.2
1993	New York (1)	8%	7.9
1993	New York (2)		10.2
1993	New York (3)		13.9
1997	San Franciscoc		6.5
2001	Sydney		6.5
Average		30%	8.1

Cruising in Manhattan

Researchers interviewed drivers who were stopped at traffic lights on Prince Street.

Are you searching for curbside parking?

28 percent of drivers said they were searching for curbside parking.

Central Parking System
55 West 26th St

License No: 1096744
Capacity: 140

Hours of operation
24 hours/7 days

Day & Night Rates
Up to 1 hour 16.90
Up to 2 hrs 18.59
Up to 10 hrs 25.34
Max to 24 hrs 42.24
O'sized /vans/SUV's/4x4's addl 8.45
Monthly Rates
Regular 464.64
Main floor addl 84.47
O'sized /vans/SUV's/4x4's addl 84.47
Motorcycles 211.20
18.375% Parking tax extra



Off-street: \$20/hour

Curb: \$1/hour

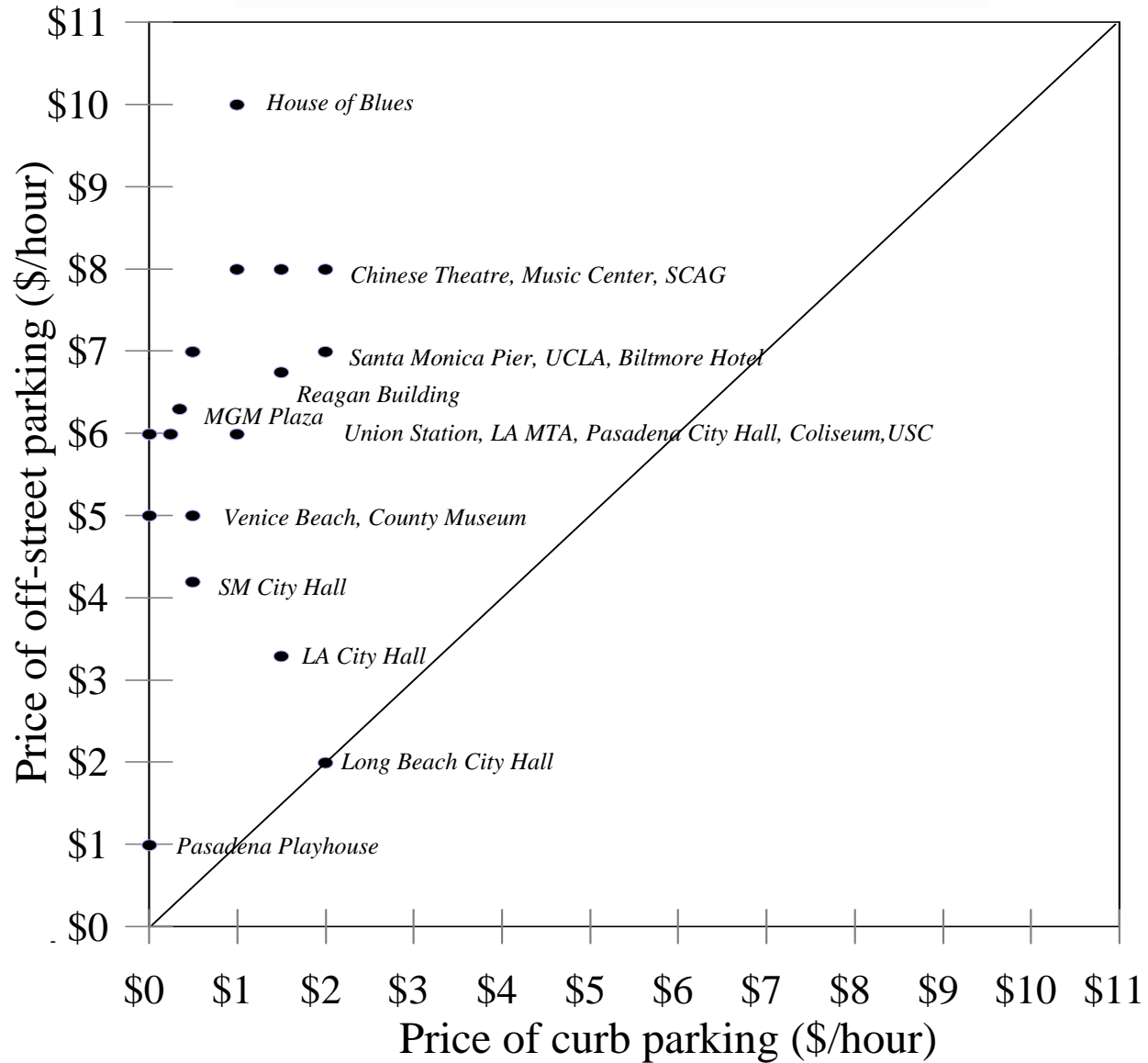
Cruising in Brooklyn

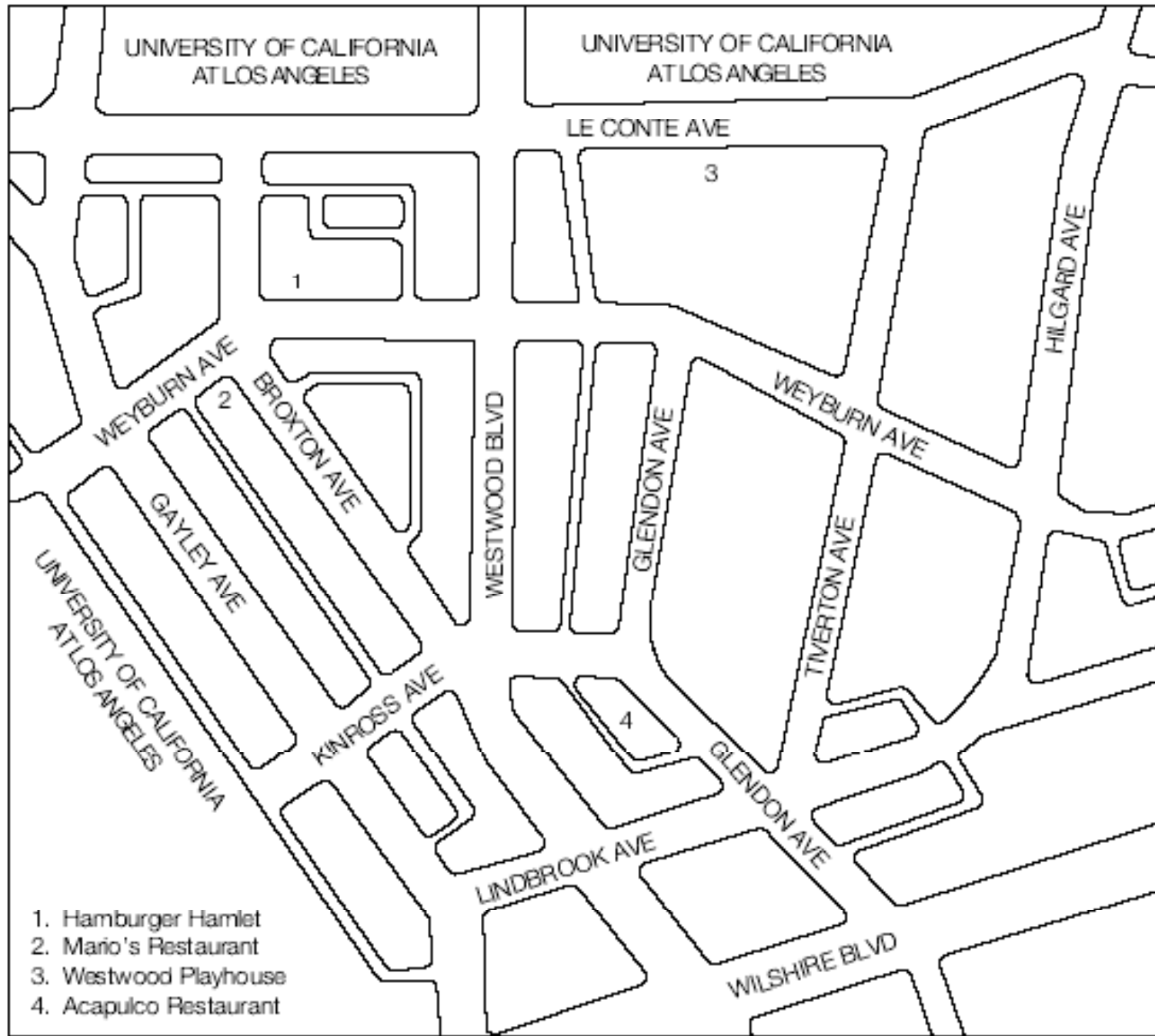
Researchers interviewed drivers who were stopped at traffic lights on 7th Avenue.

Are you searching for curbside parking?

45 percent of drivers said they were searching for curbside parking.

FIGURE 13-1
PRICES OF CURB AND OFF-STREET PARKING
IN SOUTHERN CALIFORNIA
 (for parking one hour at noon on a weekday)





UNIVERSITY OF CALIFORNIA
AT LOS ANGELES

UNIVERSITY OF CALIFORNIA
AT LOS ANGELES

LE CONTE AVE

3

1

WEYBURN AVE

2

BROXTON AVE

WESTWOOD BLVD

GLENDON AVE

WEYBURN AVE

HILGARD AVE

GAYLEY AVE

UNIVERSITY OF CALIFORNIA
AT LOS ANGELES

KINROSS AVE

TIVERTON AVE

4

GLENDON AVE

LINDBROOK AVE

WILSHIRE BLVD

- 1. Hamburger Hamlet
- 2. Mario's Restaurant
- 3. Westwood Playhouse
- 4. Acapulco Restaurant

Figure 14-2
Curb Space Occupancy Rates
and Search Times

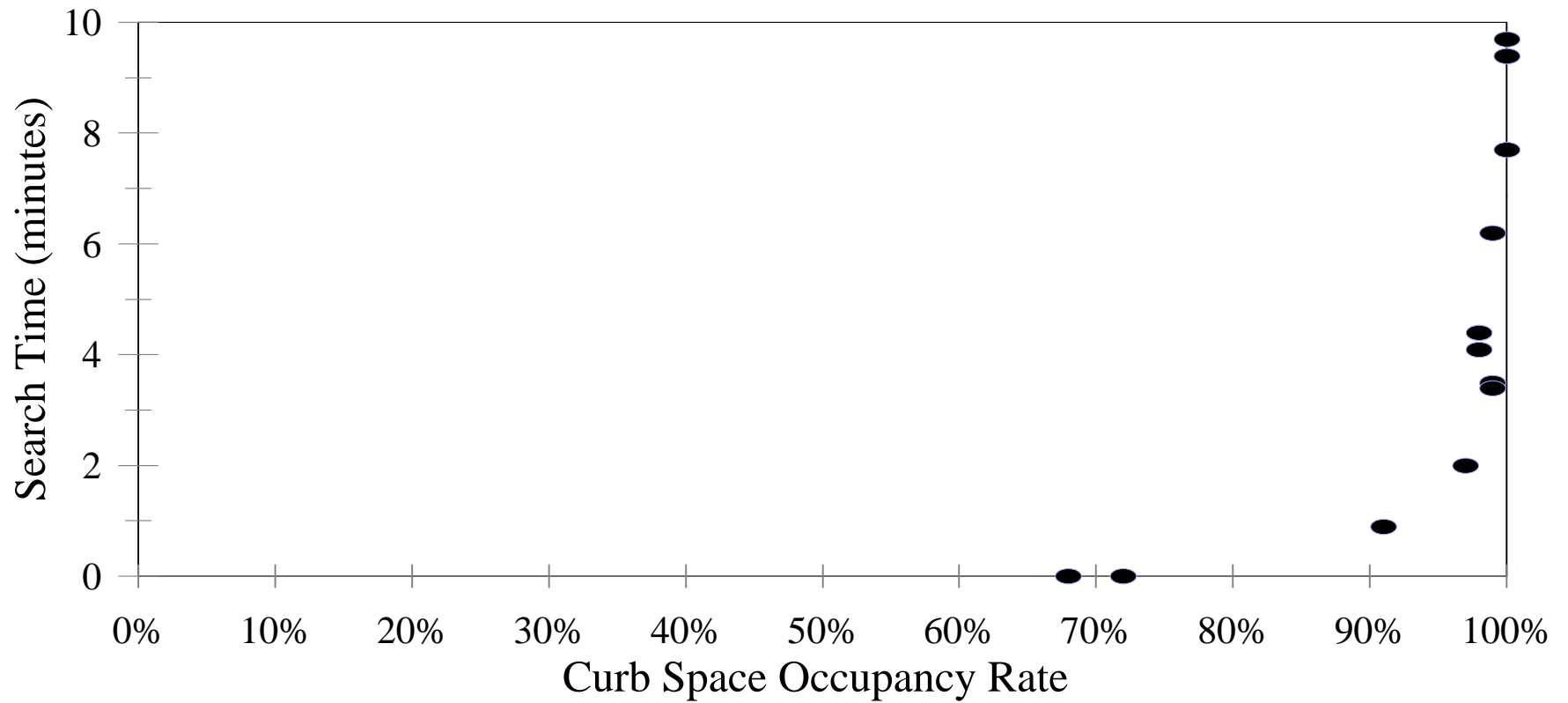


Figure 14-3
Curb Space Occupancy Rates
and Share of Traffic Cruising

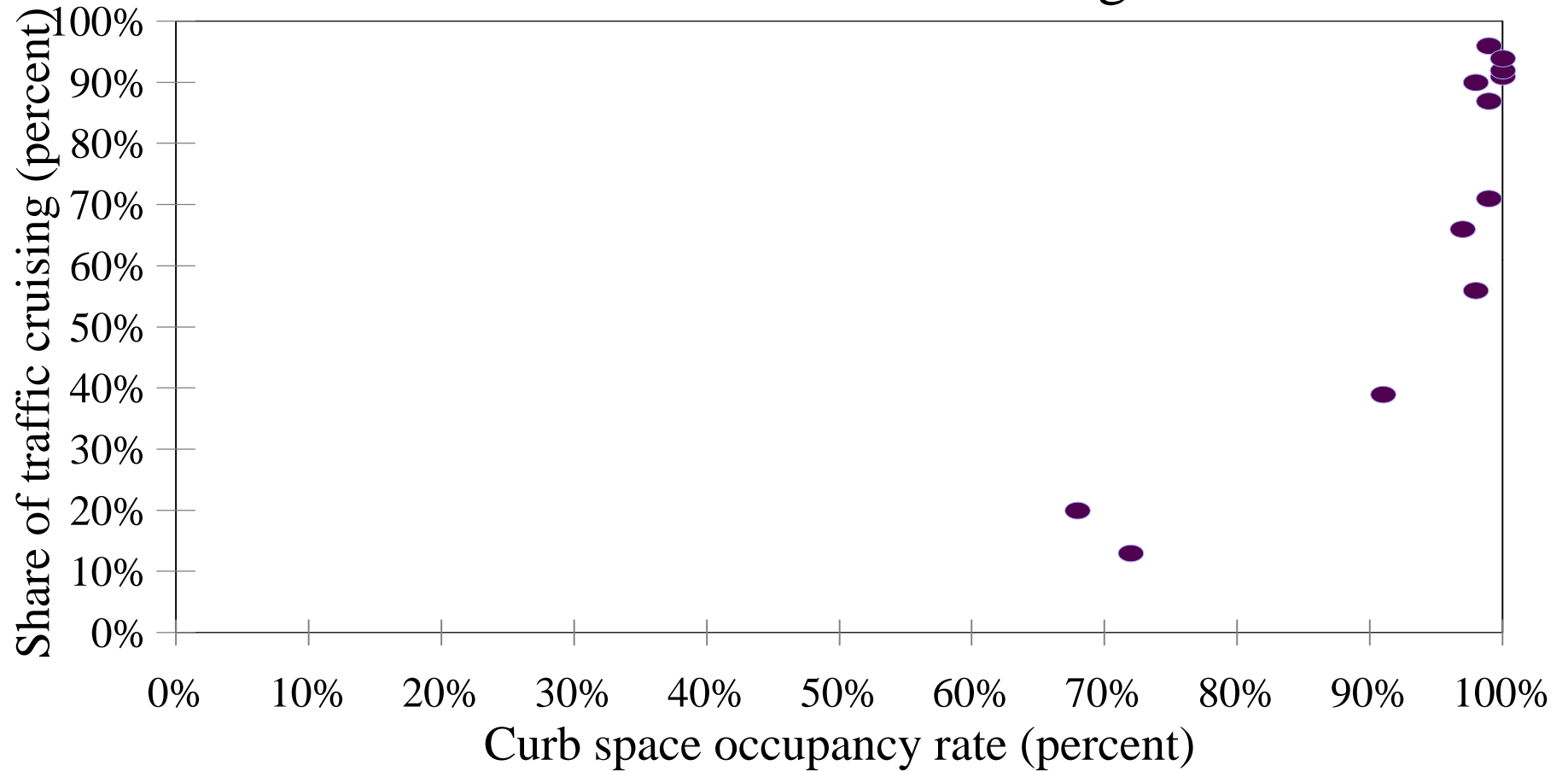






TABLE 14-2

A DAY OF CRUISING IN WESTWOOD VILLAGE

Hour	Average search time (minutes)	Parking turnover per meter (cars)	Search time per meter (minutes)	Total search time (hours)	Cruising distance per parking (VMT)	Cruising distance per meter (VMT)	Total cruising distance (VMT)
(1)	(2)	(3)	(4)=(2)x(3)	(5)	(6)	(7)=(3)x(6)	(8)=(7)x470
8am-9am	0.0	1.9	0.0	0	0.0	0.0	0
9am-10am	0.0	2.3	0.0	0	0.0	0.0	0
10am-11am	0.9	1.2	1.1	8	0.2	0.2	113
11am-noon	2.0	2.1	4.2	33	0.3	0.6	296
noon-1pm	4.4	1.5	6.6	52	0.6	0.9	423
1pm-2pm	3.5	1.8	6.3	49	0.4	0.7	338
2pm-3pm	4.1	1.4	5.7	45	0.5	0.7	329
3pm-4pm	3.4	1.0	3.4	27	0.5	0.5	235
4pm-5pm	6.2	1.2	7.4	58	0.9	1.1	508
5pm-6pm	7.7	1.3	10.0	78	1.2	1.6	733
6pm-7pm	9.4	0.3	2.8	22	1.4	0.4	197
7pm-8pm	9.7	0.7	6.8	53	1.4	1.0	461
Average	3.3	1.4	4.5	35	0.5	0.6	303
Total	--	17	54	426	--	7.7	3,633

Cruising creates excess vehicle travel

1. It takes 3 minutes to find a curb space, and the turnover rate is 10 cars per space per day.
2. Cruising 3 minutes for parking at a curb space 10 times a day creates 30 vehicle-minutes of travel per curb space per day.
3. Cruising for 30 minutes at 10 miles an hour creates 5 VMT per curb space per day.
4. Cruising 5 VMT a day for 500 spaces creates 2,500VMT per day.
5. Cruising 2,500 VMT a day for 365 days creates 912,500 VMT per year.

How far is 912,500 VMT?

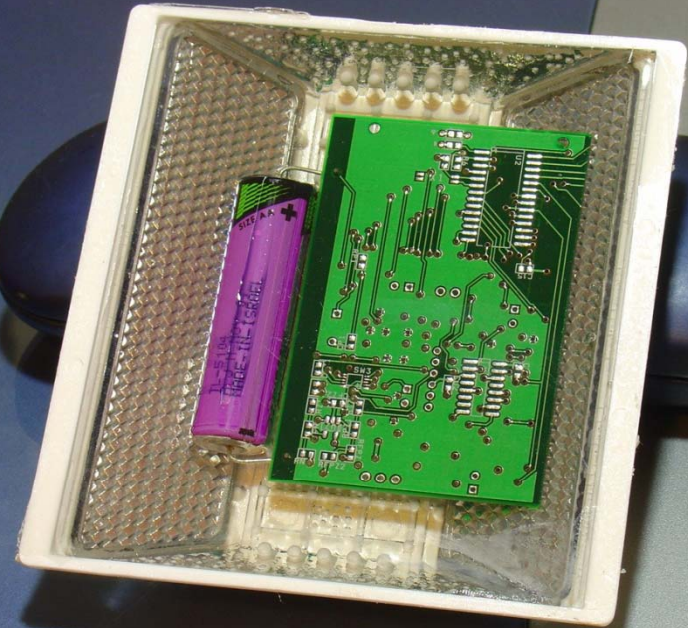
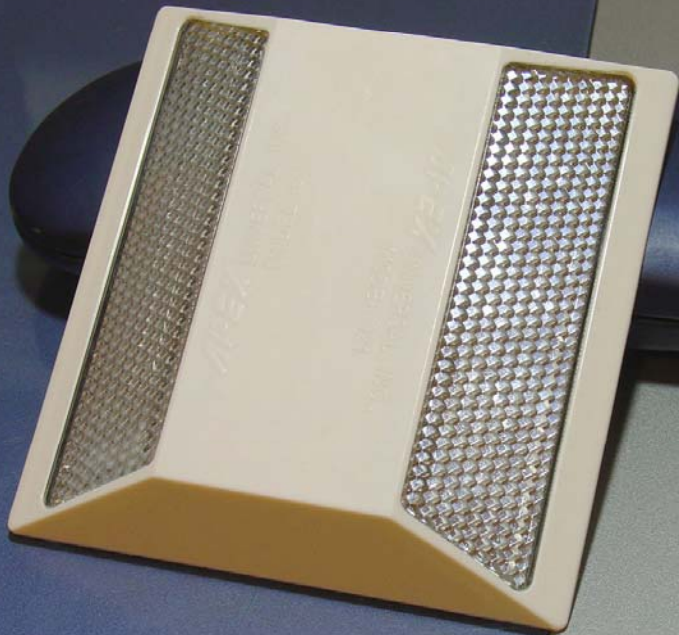
- 36 trips around the earth (25,000 miles)
- 4 trips to the moon (239,000 miles)
- At 10 miles an hour, it would take one person 10 years, 24 hours a day, to drive 912,500 miles.
- Wastes 47,000 gallons of gasoline
- Produces 730 tons of CO₂

Curb parking prices and cruising

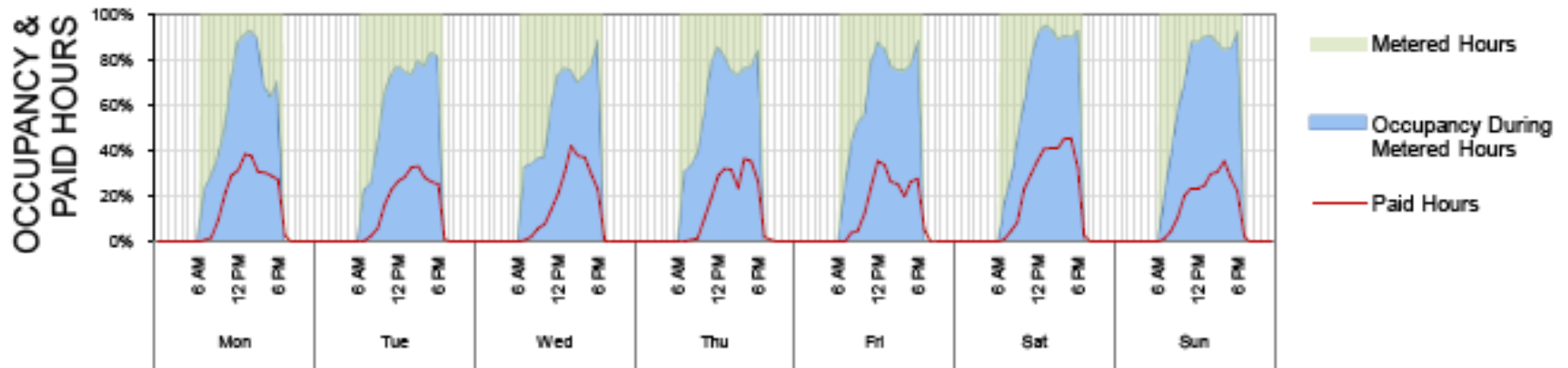




Parking occupancy sensors



Parking space occupancy and payment rates in San Francisco



Turning Small Change into Big Changes



1978 Plan for Old Pasadena

“The area’s been going downhill for years.”

“It’s a bunch of dirty old buildings.”

“It’s filthy.”

“It’s Pasadena’s sick child.”

“The area is unsafe.”

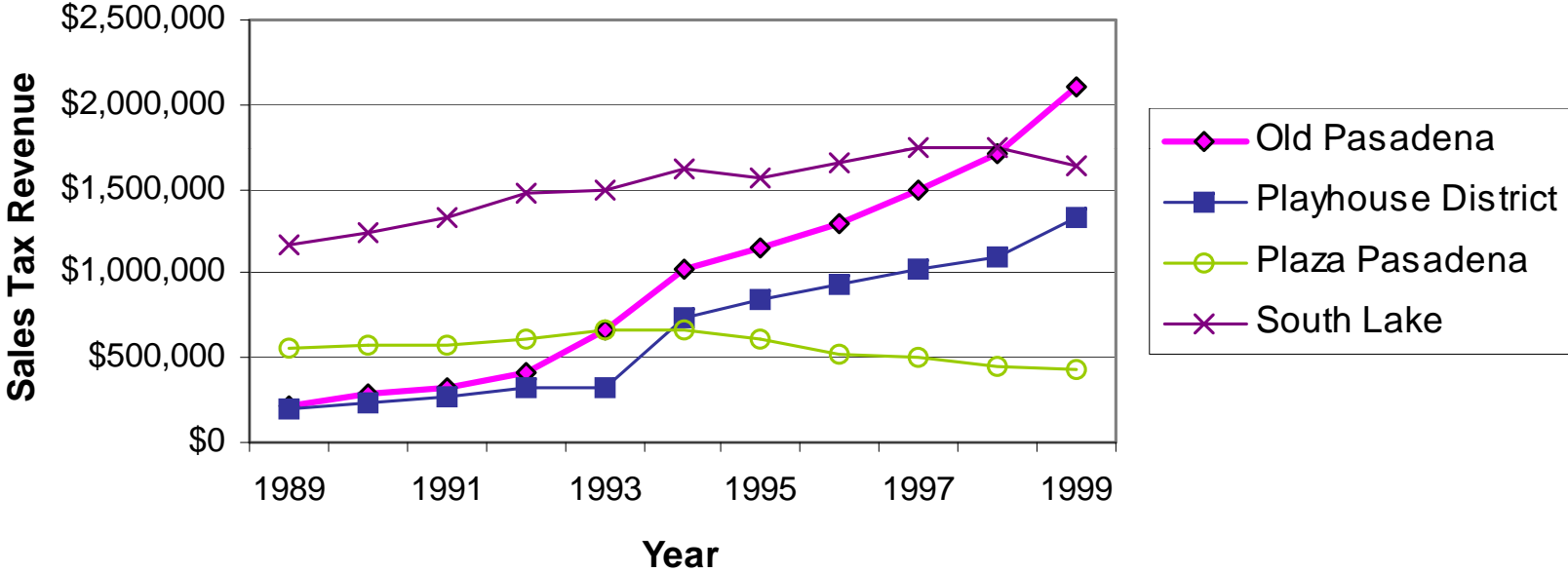
Old Pasadena Now







Pasadena Retail Sales Tax Revenue



“The only reason meters went into Old Pasadena in the first place was because the city agreed all the money would stay in Old Pasadena. We’ve come a long way. This might seem silly to some people, but if not for our parking meters, its hard to imagine that we’d have the kind of success we’re enjoying. They’ve made a huge difference. At first it was a struggle to get people to agree with the meters. But when we figured out that the money would stay here, that the money would be used to improve the amenities, it was an easy sell.”

Marilyn Buchanan, Chair,
Old Pasadena Parking Meter Zone Advisory Board

Create Transportation & Parking Management District

- Managed by Traffic & Transportation Division
- Advised by merchants, property owners, and residents
- Staff adjusts policies without Council action
- All revenue to **Downtown Transportation Fund**



Summary of **INITIAL** Parking Pricing Recommendations

	Downtown On-Street Parking		Downtown Off-Street Parking		Transportation Center (GTC) Off-Street Parking
	<i>Brand Boulevard</i>	<i>Non-Brand Boulevard</i>	<i>Lots</i>	<i>Garages</i>	<i>Lots</i>
Price	\$1/hour	\$0.75/hour	\$0.75/hour	1st 90 minutes free \$1.00/hr thereafter \$50-\$60/month	Metrolink riders: Free All others: \$0.50/hour; \$25/month
Hours of Operation	7am-1am	7am-10pm	7am-12am	6am-1am	24 hours
Time Limits	7am-6pm: 2 hours 6pm-1am: Unlimited	none	none	none	none

- Multi-space paystations on Brand
- Staff will bring a “parking pricing ordinance” to implement initial pricing/policy changes & give staff power to change policies to achieve 85% occupancy within range

TIME Magazine

August 23, 1948

Citizens of Glendale, California, voted 11,109 to 8,211 to recall their mayor and three councilmen because they had installed parking meters.

Glendale News Press

July 27, 2007

The Downtown Glendale Merchant Assn. urged City Council members Tuesday to convert more than 200 free, two-hour parking spaces along Brand Boulevard downtown into “modern metered” parking as a part of the city’s proposed mobility plan.

If you want to:

Reduce unnecessary vehicle travel

Reduce traffic congestion

Reduce air pollution

Reduce energy waste

Reduce greenhouse gas emissions

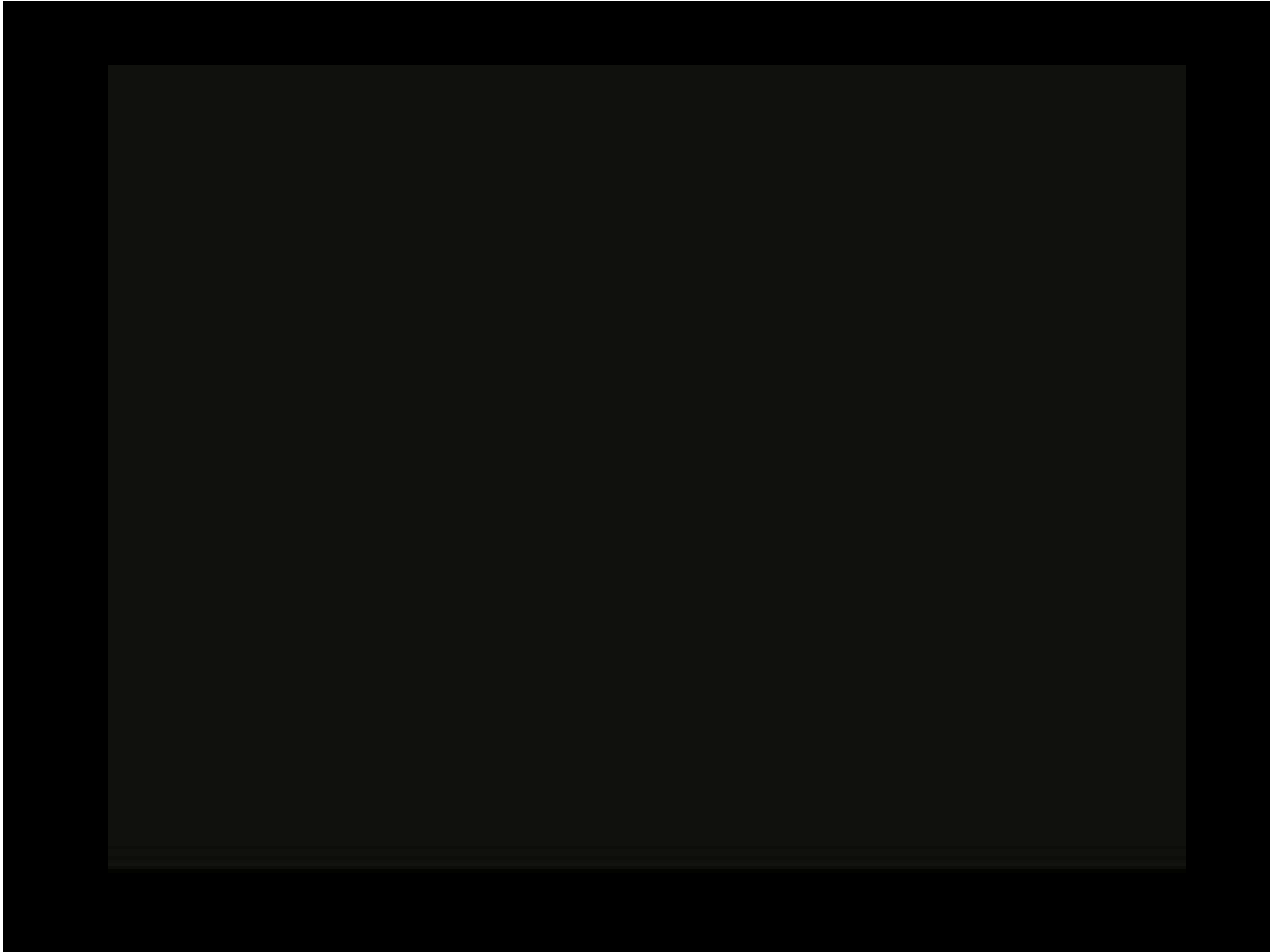
Improve neighborhood public services

And do all this quickly

GET THE PRICE OF CURB PARKING RIGHT

SPEND THE REVENUE FOR LOCAL PUBLIC SERVICES









The High Cost of Free Parking

DONALD SHOUP